

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
OF GATEWAY TO L.A. PBID INC.
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION
May 10, 2012**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on May 10, 2012 at 8:00 a.m. at the Hilton LAX Hotel located at 5711 W. Century Blvd., Los Angeles.

20 individuals attended the meeting as follows:

- Grant Coonley, Hilton Los Angeles Airport
- Bryan Porter, Hines
- Conrad Klingenstein, Jamison Services
- Phil Baxter, Four Points LAX
- Michael D'Amodio, Embassy Suites
- Adrian Valencia, Holiday Inn
- Silvano Merlo, LAX Marriott
- Steven Hall, LAX Marriott
- Israel Mora, Courtyard by Marriott
- J.D. Webster, WPNC
- Sousan Imani, StarLine Tours
- Vahid Sapir, StarLine Tours
- Ryan Thayer, La Quinta Inn
- Ed Pomponio, DSS
- Christina Davis, LAX Coastal Chamber
- Tommy Spencer, Cockatoo
- Behnam Behesha, Cockatoo
- Krista Phipps, So. Calif. Gas
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

1. **WELCOME / INTRODUCTIONS**

Grant Coonley welcomed the attendees and introduced the special guests.

2. **PUBLIC COMMENTS**

No comments from the public.

3. **APPROVAL OF MEETING MINUTES – March 8, 2012**

The minutes of the March 8, 2012 board of directors meeting were approved as presented.

4. **FINANCIAL REPORT**

Laurie Hughes presented the Budget vs. Actual report for January through February 2012 reflecting total income of \$435,181.07 and total expenses of \$197,490.39 for the period. The financial report was unanimously approved by the Board of Directors.

5. **EXECUTIVE DIRECTOR'S REPORT**

PBID Security Issues

LAPD has two foot beat patrols covering the GW and Westchester area. LAPD Foot Beat officers made two arrests along Century Blvd in the month of April. The first, a local panhandler was arrested for warrants. The second was a homeless man arrested for mental illness issues.

Ambassador Contacts

	Mar-12	Mar-11	Apr-12	Apr-11
Citizen Contacts	781	792	809	762
Panhandler Contacts	119	111	115	134

Trolley Passengers

	Mar-12	Mar-11	Apr-12	Apr-11
Passengers	4566	4881	4228	5688

Passenger Totals by Year

2006	2007	2008	2009	2010	2011	2012
56,266	64,690	79,501	74,639	70,837	63376	16856
+14%	+13%	+23%	-6%	-5%	-10 %	-20% below first 4 mos 2012

Keep It Green

The Gateway To LA maintenance crew continues to combat graffiti throughout the PBID. They clean by painting, scrubbing and washing any areas that have graffiti, stickers, signs and posters.

During the month of May, Gateway will conduct the first shredding event of the year on three consecutive weeks, May 10th, 17th and 24th.

LAPD Crime Stats

Jim Sakalis is working to break out crime statistics from LAPD comstat reports and working with Professor John MacDonald (U of Penn / Rand Corp) put together a comparative analysis that demonstrates how safe GW area is compared to other tourism zones in L.A. County

Financial Report

- PBID Assessments – On target to collect \$886,000 / >\$35,000 of budget
 - o Prior years Assessments paid - \$28,270
- 1st Quarter Report prepared and submitted to City Clerk's Office.
- Budget changes
 - o Pro Forma Advisors hired to research statistical data for Gateway to L.A. area:

1)	Demographic Profile	\$2,900
2)	Fiscal Benefits	\$7,100
3)	Economic impact	\$6,850
	Total	\$16,850

Projects

- Letter from Councilman Rosendahl sent to Gina Marie Lindsey regarding advertising on the Hotel Consolidated Shuttles.
- Letters being sent to property owners requesting removal of razor-wire
- ULI Technical Assistance Report - Gathering statistical data quantifying contribution by GW businesses to City of Los Angeles.
- Ad-Hoc Committee – Signage / Customer Service Recommendations for improvements at LAX
 - LAX should upgrade / replace current dated LCD signage for a more modern look and also integrate with new directional signage at each curbside pickup location
 - Improved way-finding measures should include:
 - o **Person to person** contact (customer service)
 - Customer service volunteers should be proactive, greeting travelers at key points including jet-way gates, at the foot of the

escalators / stairs, exits including baggage claim. Place podiums in the direct path of the customer for maximum exposure and usage. (Current customer service counters are off to the side and difficult to find)

- o **Visual**

- Color coding and directional graphics

- o **Audio**

- Current audio system curbside should be used to direct passengers to various pick-up points (currently only used for red zone warnings to autos)

- o **Electronic signage**

- New digital signage should be utilized curbside to inform passengers status of shuttles

- o **Computer app for LAX**

Develop computer app for mobile devices offering terminal maps, transportation options, etc. should be made available for travelers

6. Resolution to Increase

Annual Assessment by 3% for Tax Year 2012/2013

Current Assessment - \$892,000

3% Increase - \$26,760

2012 / 2013 PBID Assessment - \$918,760

Resolution was approved by Board of Directors.

7. StarLine Tours – Expanded Service

Philip Ferentinos briefed members on StarLine Tours hop-on/hop-off service and their plans to expand the service to include the Venice / Marina del Rey area with a connector route from Century Blvd. to Fisherman's Village in MDR.

8. Los Angeles City Clerk's Office – BID Brown Act Rules

Staff for the City Clerk's office postponed presentation.

Meeting adjourned.